Learning brought to life.

HP VideoBook
Textbooks have always been the mainstay of learning for students. However, in today’s information age, there are many new sources of information available to students, like videos, social interaction on the Internet with their peers and vast amounts of information present online. Net-geners relate to and are naturally drawn to the visual power of video, which helps them translate abstract concepts or events into reality. It prompts discussion, inspires peer discussions and creates emotional connections that stick with students for far longer than plain text.

![Diagram 1](image)


**Seeing is believing**

**Words + Pictures = Understanding + Recall + Better Performance**

The HP VideoBook, an intelligent algorithm based software turns plain text documents into rich media documents and brings concepts to life.

Studies by educational researchers suggest that approximately 83% of human learning occurs visually, and the remaining 17% through the other senses – 11% through hearing, 3.5% through smell, 1% through taste, and 1.5% through touch.

Mayer and Anderson’s (1992) contiguity principle asserts that multimedia instruction is more effective when words and pictures are presented contiguously in time or space. Studies involving multimedia instruction have shown that learners perform better.

For those in the field of education, it is imperative to leverage the power of rich media as a part of learning for students, to start them on the process of augmented learning – textbooks + augmentation by rich media that brings subjects to life. When students consume multiple media while managing and evaluating information from multiple sources, it enhances independent thinking.
HP VideoBook – An innovative approach to education

HP VideoBook creates textbooks across subjects, in association with education boards and schools, selecting key subject topics that can be explored further through relevant videos. Appropriate videos are sourced from the Internet and/or a school specific repository. These textbooks are just like a menu based library on a student’s computer, with the student being able to select any subject and any chapter.

Students who are reading any chapter can augment their learning by viewing relevant videos. They get multiple perspectives on the same topic, thereby broadening their outlook.

How HP VideoBook works

HP VideoBook is based on an intelligent HP Labs © algorithm that pulls out videos that are relevant to preselected key phrases, providing an enhanced, immersive learning experience for students by augmenting the textbook experience with videos. A simple and intuitive user interface makes it easy for students even at the primary level.

HP VideoBook scores high

Initial pilots with various schools from across the country indicated a substantial improvement in comprehension abilities of the students. This was reflected in the grades obtained by the students in test group who gained more than those in the control group. HP VideoBook was very effective in enabling the weaker students to increase the level of their comprehension. Additionally, class performance was higher when teacher used HP VideoBook in the classroom.
# HP VideoBook benefits everyone

<table>
<thead>
<tr>
<th>Students</th>
<th>Teachers</th>
<th>School</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Enhanced &amp; holistic comprehension of a given topic</td>
<td>• Attention tracking</td>
<td>• Differentiate from other schools and build the school reputation</td>
</tr>
<tr>
<td>• Onus on immersive learning</td>
<td>• Leverage technology medium to connect better with students</td>
<td>• Complements emerging technology trends such as tablets. Leverages existing technology investments</td>
</tr>
<tr>
<td>• Cloud based solution makes it easy to access from school/home</td>
<td>• Employ the benefits of internet without the risks</td>
<td>• Better value to students &amp; parents</td>
</tr>
<tr>
<td>• Non-disruptive approach to learning</td>
<td>• Syllabus based approach to learning eliminates confusion</td>
<td>• Commercial gains</td>
</tr>
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</table>

## The WSJ Award for Technology in Education

The Wall Street Journal (WSJ) Technology Awards are all about recognizing technology that's at the forefront, changing lives for the better.

HP VideoBook, replete with 10 technology patents (applied for) has won the prestigious WSJ Award for innovative technology resulting in a disruptive approach to the way students learn.

This Award is a recognition of the HP VideoBook solution doing something right in the field of Education. The WSJ Technology Awards 2012 says “This year’s winners tackled big problems—and came up with solutions that could make a real difference in people’s lives.”

## For more information

Write to us at videobook@hp.com

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